

PHILIP MORRIS COMPANIES INC. INTER-OFFICE CORRESPONDENCE

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TO: David Greenberg

DATE: March 8, 1990

FROM: Jim Dyer

SUBJECT: Louis Sullivan

Per your request, here is a compendium of some of our efforts with Secretary Sullivan. It should be noted that we have not at this time used any direct pressure on the White House to back the Secretary away from his anti-smoking statements. Our efforts have been focused on both the Novello hearings and the Kennedy Bill hearings.

Novello

We intervened with the White House, OMB and HHS to urge that Dr. Novello take no position on any pending anti-tobacco legislation. We stressed to her handlers and to interested parties that we were interested in making sure she focused on non-tobacco health problems. We were successful in that both of our objectives were met.

Kennedy

We have asked Senators Helms and McConnell to intervene with Director Darman and Chief of Staff Sununu asking that the Administration formally oppose the bill. We were successful on both counts.

Senator Helms further complained about Secretary Sullivan's statements only to be assured that Sullivan did not speak for the Administration formally. This position was further strengthened by a Howard Baker to Sununu call indicating that Sununu was understanding of our situation. It should be noted that Senator Baker was advised that we should not assume that the President disagrees with Sullivan.

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Discussions with both OMB and White House staff indicated that they feel Sullivan is "rehabilitating" himself at our expense by taking a popular non-controversial position and hammering it home.

Sullivan has always stopped at the water's edge when it comes to endorsing anti-smoking legislation. He has said the right things when he has been asked to be specific. Because the media is sensitive to possible White House interference in his activities we have not undertaken actions that have directly urged that he be muzzled.

We need to discuss what, if anything, needs to be done along these lines. There is a body of thought that tends to minimize his negative impact upon us. We need to address this question as part of a broader public relations effort. If his actions step beyond his current non-controversial stand, we may have to consider utilizing Hill contacts to keep him in line.

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